

PURPOSEFUL COMMUNITY LEADERSHIP ORGANIZATION

RNNC 2018 • Dayton, Ohio

The executive board of the Walnut Hills Neighborhood Association is excited to share with you the “Nuts and Bolts” of effective volunteer leading in a community organization and the tools necessary to move from concepts to reality. Our discussion will include the importance of goal setting, planning, implementation, community building, and partnerships with other neighborhoods.

Planning with Purpose

Community building should be the number one strategic goal of a community/neighborhood group.

A Series of Inclusive Meetings

Spread the word to your community that everyone’s input is needed to plan for the future of your neighborhood. The first meeting should center on Community Capital. Keep this meeting positive and focused on the benefits of what exists and building off of it. Keep all meetings on track and around one hour. Make sure everyone who wants to speak is heard. Let all those who attend know about the next meeting date and ask them to tell others and bring a neighbor. The second meeting should recap the list of Community Capital and begin the discussion of Community Resources. Again focus on the positives and the good that could come from potential partnerships. Make sure everyone who wants to speak is heard. Let all those who attend know about the next meeting date and ask them to tell others and bring a neighbor.

Making Decisions with Strength

Now that your community is energized, involved, and feeling passionate it’s time to outline the Negative Capital. This is the conversation that often dominates neighborhood meetings. The difference with this meeting is your neighborhood has listed all of the Community Capital and Community Resources needed to combat Negative Capital. Now you can have a discussion and make decisions supported by strength not fear. The mission of this program is to build off of Community Capital and focus on the positive; however Negative Capital must be identified to know what your community liabilities are. Do not let the liabilities overshadow the capital. Even when things become negative remind your group of the positives and the strategy to solve the negative by building off the positive. Make sure everyone who wants to speak is heard. Let all those who attend know about the next meeting date and ask them to tell others and bring a neighbor.

Implementation

See form titled: Driving Community Momentum
When coming up with a Strategic Plan and Tactical Goals focus on projects that include not just work and tasks, but also a sense of belonging. The theme of building off the positives is crucial to a community’s success.

Driving Community Momentum

This program is best implemented in a neighborhood association or community group. If a group does not exist, that should be the first goal.

1. Identify Community Capital and Negative Capital.
 - a. Capital can include: parks, community buildings, churches, businesses, community groups, non-profit groups, convenience of accessibility, housing stock, public infrastructure, etc.
 - b. Negative Capital will be neighborhood specific. Some negative capital liability may be resolved with little effort where some may require long term thinking and planning. No matter the resolution all negative capital is equally weighted to blight a community.
 - c. Once identified, Negative Capital can be turned into areas of capital; areas of Capital should be built upon to avoid backsliding into negative capital.
2. Identify community Strategic Plan and Tactical Goals.
 - a. A Strategic Plan will layout all of the community goals. The goals should not be placed in any particular order they need only be listed.
 - b. Tactical Goals are worked on when a community decides what part of the strategic plan will be addressed. The strategic plan may be loaded with ideas for projects and events, but each item must be handled one at a time.
3. Form Goal Driven Groups to work on specific projects or events.
 - a. Different people have different priorities. Goal Driven Groups give likeminded people a chance to meet, organize, and work on a Tactical Goal. An organization must be careful not to spread its members to thin trying to work on to many goals at once.
 - b. When a Goal Driven Group is formed one of the members should be appointed Group Leader. A group leader should be charged with running group meetings and managing group projects or events. When forming these groups do not be concerned about size but passion. A few can accomplish a lot if passionate about their agenda.
4. Identify community Resources available to achieve plan/goals.
 - a. There are many Resources available in our communities. Resources include: police department, fire department, businesses, libraries, schools, neighbors, grants, local governments, non-profit groups, etc.
 - b. Partnerships and sharing of resources will be vital to achieving the Strategic Plan. A group that does not form partnerships will have limited to no achievement.
5. Have Fun! The number one priority is people having fun where they live. The goal of all good communities is for the neighborhoods to be enjoyable and desirable. Being social is the corner stone in healthy, vibrant communities. Residents can improve the quality of their communities today just by being more active in them. So get out there, meet your neighbors and Have Fun in your neighborhood!

| Community Capital | Community Resources | Negative Community Capital |
|------------------------|--------------------------|----------------------------|
| Housing stock | Hospitals | Vacant housing |
| Bike paths | Schools | Empty industrial space |
| Clean water | Businesses | Blighted space |
| Sanitation | Churches | No/little reinvestment |
| Commercial property | Senior centers | Out-of-date zoning |
| Parks | Cultural groups | Illegal dumping |
| People | Governing municipalities | Struggling schools |
| Utility infrastructure | Partnerships | Worn out infrastructure |

